



**UNITED STATES MARINE CORPS**  
MARINE CORPS LOGISTICS COMMAND  
814 RADFORD BLVD  
ALBANY, GEORGIA 31704-1128

IN REPLY REFER TO:

MCLC 13516

**BRAND NAME JUSTIFICATION FOR SIMPLIFIED ACQUISITIONS**

1. The support being contracted for is listed on Purchase Request # M94705-14-RC-00038.

2. This Justification will provide approval for awarding another than full and open purchase order for the required services.

3. The services required are:

**10 User Licenses for LabelMaster Web Based Dangerous Goods Information Software**

- 10 – DGISBNESS
- 10 – DGIS49CFR
- 10 – DGISInternational Air
- 10 – DGISMaritime
- 10 – DGISAFM
- 10 – DGISPORT

4. 10 U.S.C. 2304(c)(1) is the statutory authority permitting other than full and open competition.

5. The particular brand name, is essential to the Government's requirements, and market research indicates other companies' similar products or products lacking the particular feature, do not meet, or cannot be modified to meet, the agency's needs.

This support renewal can be purchased from any re-seller authorized by LabelMaster. LabelMaster manufactured the product and they, along with their certified partners, are the only ones authorized to provide the product.

6. A combined synopsis/solicitation will be issued on NECO in accordance with FAR 5.2 where all vendors will have access to it; however, only those vendors who are small businesses under NAICS code 511210 in SAM and are partners or authorized dealers/resellers of the LabelMaster product will be asked to submit a quote

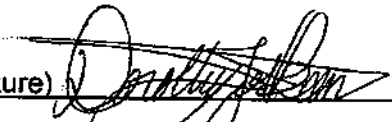
7. The anticipated cost to the Government will be fair and reasonable. Pricing will be determined fair and reasonable before an award is issued.


8. LabelMaster is available from various vendors that are LabelMaster partners and can provide the product.

9. The particular brand name, product or feature is essential to the Government's requirements, and market research indicates other companies' similar products or products lacking the particular feature, do not meet, or cannot be modified to meet the agency's needs. Companies must be certified partners with LabelMaster

**CERTIFICATION**

I certify that statements checked and information provided above are complete and correct to the best of my knowledge. I understand that the processing of this Brand Name Justification precludes the use of full and open competition.

(Signature)  Date 20 March 2015  
Printed Name, Title [Project Officer] Dorothy J. Bean, IT Specialist

(Signature)  Date 17 Apr 15  
PR rec'd 14 Apr 15  
Printed Name, Title [Contracting Officer] Barbara A. Banks, Contracting Officer